



# Workforce Training and Education Coordinating Board

*Next Steps for Business Outreach Team*



Employment  
Security  
Department  
WASHINGTON STATE

WTECB  
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# Current Status: Business Outreach Workgroup




- ☆ Purpose: Coordinate business outreach and improve job referrals and skills matching.
- ☆ Status: Moving from the stage of direction setting and initiation to ongoing implementation.
- ☆ Next Step: Considering using Governor's eight industries as a catalyst.



# Current Deliverables: Business Outreach Work Plan

- ☆ Identify or reconfirm targeted industries.
- ☆ Increase and improve business outreach.
- ☆ Build local teams across organizations as needed.
- ☆ Improve referral quality and improve data and tools for providing employers with the workforce they need.





**Vision Going Forward: If we ran this ad in a trade magazine, do we really know what it takes and could we deliver?**

***Washington State's targeted industries are a, b, c, and d. If that's you, call us. We will build you the most reliable workforce pipeline in the world, and make sure your physical infrastructure, tax, and regulatory expectations are met.***

***If your business needs the best workers in the world, then Washington State is the place for you to grow.***



# Next Steps

- ☆ Bring a small informal group together to build common understanding and teamwork on the Governor's eight industries, Commerce's plans for serving them, and how the workforce system can provide a unified team effort.
- ☆ Include locally targeted industries and existing success stories.
- ☆ Develop implementation plans and state and local teams as needed.
- ☆ Include site selectors and industry executives who have been served well by existing sector projects.



# Key Questions for the Workgroup

- ☆ When targeted industries are identified at the state or local level, how does the workforce system respond as a unified team?
- ☆ WDCs and CTCs have implemented industry cluster strategies at a local level for years, coordinating business, education, and workforce partners. What can we learn and how can we improve?
- ☆ What do the local implementers need from the state, to make this work more systematic, efficient, and outcome-driven?

# Potential Deliverables

1. Short-term Reactive:  
A routine system for building the workforce component for retention/expansion/recruitment packages for specific companies.
2. Long-term Proactive: Further strengthen our capacity to building long-term workforce pipelines for targeted industries.
3. Business Perspective: Letting businesses “pull” what they need from us, not “pushing” what we have on them.





# Board Direction

★ Do the three deliverables make sense?

1. Short-term expansion packages.
2. Long-term workforce pipelines.
3. Pull not push.

★ If we proceed, how do we create sustainable improvements, based on local experience, fully supported by the local implementers?

